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**How to Create a Good Survey**

To start off making a good survey you should develop a list of information / objectives you want to accomplish before creating questions. Focused and shorter surveys get better answers and results. Once you create your questions you can look back and see if they will get you the information you are looking for and meet your objectives.

It is essential to the success of your survey to keep it focused. Use emotion in your questions such as “how do you feel about…” etc. Look for feedback from other people in your organization or friends prior to giving the survey out and get feedback from people who take it in order to improve it if it has any major flaws.

Things to keep in mind when developing questions:

* State your intentions so people are more willing to help
* Include short instructions for answering the questions
* Avoid personal questions unless appropriate
* Ask one question at a time
* Avoid acronyms and slang (don’t assume they know what you are talking about)

When structuring a survey, you have to keep the people taking it in mind. Start off with easy icebreaker-like questions. This increases their comfort and likeliness of completing the survey. Make sure the predefined answers for are appropriate for the question. Allow room at the end of the survey for people to add additional information or comments. Once you survey is complete, gather your information and look back to see if it was successful or unsuccessful and improvements/things you could have done better.

**Works Cited**

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